



We hope these marketing materials for National Direct Deposit/Direct Payment Week (May 14-18, 2001) events will be helpful in making your Direct Deposit marketing campaign a big success.

The materials include:

- Sample News Article: Feel free to use this article in newsletters or submit it to your local paper for publication, and make it available to your customers.
- Direct Deposit Logo Sheet: Use the Direct Deposit logo in your advertising or special event material.
- Marketing Tips: Provides suggestions on how to promote Direct Deposit during in-lobby special events and for general marketing purposes.
- Fact Sheet: "The Facts: Direct Deposit Saves Time" for customers.
- Direct Deposit Flyer: Flyer urges customers to choose Direct Deposit for Federal payments and has space for insertion of financial institution logo.
- Electronic Transfer Account (ETASM) Telephone Number Reference Sheet: Lists customer service and ETA Provider telephone numbers.
- Contact Lists: List of ACH associations and our EFT/ETA list of Public Education Campaign Regional Contacts.
- Order Form: National Direct Deposit/Direct Payment Week Materials Order Form.

We encourage you to schedule lobby promotions to coincide with the dates people receive and cash their Federal benefit checks: June 1, 4, and 29 and July 2 and 3. In addition, you can participate in sign up events at local senior and community centers, churches, or veteran's halls to provide information on how to sign up for Direct Deposit and on the various deposit accounts offered by your financial institution.

When the Debt Collection Improvement Act was enacted in 1996, 56 percent of Treasury-disbursed non-tax payments were made electronically, and as of January 2001 that figure has increased to 75 percent. We could not have achieved this substantial increase without the support of financial institutions like yours.

Again, the Department of the Treasury and other Federal agencies thank you for joining us in this promotional effort. Individuals from our organizations are available to assist you in your marketing campaign and to share ideas for promoting Direct Deposit. We look forward to working with your financial institution to make the National Direct Deposit/Direct Payment Week campaign a big success.

Sincerely,

A handwritten signature in cursive script that reads "Cathryn Donchatz".

Cathryn Donchatz  
Director  
Product Promotion Division

Enclosures